

Activity One

Music Rules!

If you think about it, you've probably listened to music every day of your life, starting from the time when you first snuggled down to a lullaby. That's thousands and thousands of songs, tunes, melodies, and jingles. And the more you listen, the more important music becomes. By now you've probably got your own music – your favorite songs and favorite singers – that you listen to on a CD, MP3 player, or your cell phone. And you know the best places to buy your kind of music.

But some kids – and even some adults – don't always get their music the right way. They are **songlifters**, people who take songs without paying for them. Sometimes songlifters copy music from other people's CDs. Sometimes they use the Internet to download music from other people's computers. Either way, songlifting is like shoplifting, and that means it's wrong.



Part 1

Songlifting is a big problem. To see why, imagine that everyone your age took just a couple of songs. That might not seem like much, but when you add it all up, you'd be taking millions of dollars of music. See for yourself by completing the calculation below.

Number of kids my age ¹	3,900,000
Number of songs each kid takes	x 2
<hr/>	
Total number of songs lifted	
Cost of each song ²	.99
<hr/>	
Total cost of songs lifted	\$

Now consider this: According to one recent survey³, there are at least 18 million adult songlifters in the United States. If each one takes only one song a week, how many millions of dollars of music are these songlifters taking illegally each year?

Part 2

- Is songlifting a problem in your community? You can find out with spreadsheet software.
- First, use this chart to survey your family and friends. Bring your findings back to class and combine them with those of your classmates. Then use spreadsheet software to analyze the data for answers to the questions below.

In the past month, how many times have you...			
People Interviewed	Copied music from other people's CDs or playlists?	Downloaded music from other people on the Internet?	Given away copies of your music?
1. Age ____ Gender ____			
2. Age ____ Gender ____			
3. Age ____ Gender ____			
4. Age ____ Gender ____			
5. Age ____ Gender ____			

Songlifting Trends

- 1. What percentage of the people you surveyed admit to some type of songlifting?
- 2. Is songlifting more common among males or females? What are the percentages?
- 3. Is songlifting more common among kids or adults? What are the percentages for each age group?
- 4. Which type of songlifting is most common among the people you surveyed?
- 5. Estimate the number of music recordings songlifted in one year by the people you surveyed, and the annual cost of the music these songlifters take illegally.

¹ According to the 2000 U.S. Census, there are about 3.9 million children for each age level from ages 8-13.
² Typical cost to download a song legally online. ³ Pew Internet & American Life Project Tracking Survey, January 2005.
 ©2010 Recording Industry Association of America. Created by YMI.



Activity Two

Meet the Music Makers

You've seen that songlifting is a very big problem, costing millions of dollars. But you might not realize that songlifting hurts lots of people, not just the big stars. Here's a chance to meet some of those people and learn how they help make the music we love.

Part 1 Most of the people who make our music never appear in magazines or on TV. They work behind the scenes, providing the know-how to create a hit tune. You'll meet some of these music makers in this story about a make-believe singer who became an overnight sensation. As you read, underline each music maker who played a part in this star's success. Then use the spaces below to plan a computer presentation that introduces all the music makers involved in creating a hit.



Overnight Stardom: The Inside Story

How does a singer become a superstar? It takes talent, hard work, and help from dozens of behind-the-scenes hit makers. Here's how it happened for today's top star, Shayna.

"I started out singing in little clubs across the country," Shayna remembers, "Then one night a music scout saw my act and asked for a demo. Luckily, my mom had taped some of my songs, so he sent that off to his record label, and they loved my sound."

Shayna's record company set her up with Kozmo Kelly, a top music producer, who would guide her through the process of making an album. Kozmo brought in a team of songwriters to create new tunes for Shayna's debut, and top arrangers to compose backup music and vocals that would show off Shayna's special sound. "It took months to get everything just right," Shayna recalls. Then Kozmo took Shayna into the studio.

"I had only seen recording studios on TV," Shayna says. "The real thing is a lot more complicated. The sound engineers record everything separately – my singing, the backup vocals, the other musicians – then they mix it all together with computers. That way you can add instruments or

special effects to get a sound that's really fresh."

Kozmo, Shayna, and the sound engineers worked for months to make every song a stand-out. Meanwhile, Kozmo was working with a publicist at the record company to plan a campaign that would turn Shayna into a star. They brought in a designer and photographer to create a unique look for her album cover. They produced ads and posters. They set up interviews with music critics around the country and arranged for Shayna to showcase her talent on radio and TV. "It was amazing!" Shayna exclaims. "I never realized how much work goes into getting a good tune out there so it can become a hit."

By the time Shayna's album was released, its title-track, *Be Serious*, was a monster hit. More than a million copies have sold in stores and online, plus another million fans have paid to download the title tune. "I was so embarrassed when my mom showed up to tape me at that club," Shayna says, "but now I know I couldn't have done it without her, or without Kozmo and all the other music pros who helped me achieve my dream."



1. Talent Spotters



2. Tune Crafters



3. Recording Artists



4. Buzz Builders



5. Disc Wranglers



6. Hit Merchants

Part 2 As you can see, lots of people lose out every time a songlifter takes a song. And there are lots more who are not even mentioned in this story. Use an Internet search engine to learn more about all the music makers involved in getting a great song to you. Then choose one music maker and gather in-depth information and graphics to create a computer presentation profile of that job.

Did You Know?

For every hit CD, there are nine more that never make it. But the hits actually help those other artists. With a hit, the record company can afford to give another group of newcomers their chance at stardom. So when hits get songlifted, lots of other artists lose out, too.

Music rules!



Activity Three

It's the Law

Part 1

If you take a close look at a CD, you'll probably find these words in tiny type somewhere on the disc or booklet:

FBI Anti-Piracy Warning: Unauthorized copying is punishable under federal law.

This is a reminder that music recordings are protected by copyright law. It is illegal for anyone to make a copy of that recording without permission from the people who created it. Books, poems, pictures, movies, computer software, websites, and many other creative works are also protected by copyright. In fact, your own drawings and writings are protected by copyright. They are your intellectual property – made up out of your ideas – and no one has the right to make copies without your permission.

Here's a chance to find out how much you know about the laws against songlifting. Read the description of each situation, then check off the answer you think is right. Compare answers in a class discussion, and talk about how you would help the kids who are songlifters understand that what they are doing is wrong.

1. Steve has a super music collection. He borrows music from all his friends and burns copies for himself. He also burns copies of the music he buys and gives them to his friends.

- a. Steve is not a songlifter because he isn't selling the music he copies.
- b. Steve is songlifting when he copies his friends' music, but it's OK for him to give away copies of the music he buys.
- c. Steve and his friends are all songlifters because they are giving each other copies of music that is protected by copyright.

2. Caitlin wants to listen to music as much as possible. She copies all the music she buys online onto blank CDs so she can listen to her music when her friends come over to hang out. And she downloads the music she buys onto her

Part 2 Now get together with a group of classmates to find out more about the consequences of songlifting. Use the News feature on an Internet search engine to find reports on what can happen when a songlifter get caught, or when students use a school computer network for songlifting, or when a songlifter downloads spyware or a computer virus. Try some of the keywords provided here to get started. Then organize your research for a class presentation.

Songlifting in the News:

counterfeit music file sharing
 illegal downloading music copyright
 illegal CD copies music piracy
 Supreme Court Grokster decision

MP3 player so she can listen when driving in the car with her family.

- a. Caitlin is not a songlifter because she only copies music she buys and uses the copies herself.
- b. Caitlin is a songlifter because she is making copies of copyrighted music.
- c. Caitlin is songlifting when she copies music from CDs but not when she copies the music she buys online.

3. Beka gets all her music with a file-sharing program that lets her download songs from other people's computers all over the world.

- a. Beka is not a songlifter because she is just sharing songs with other music fans.
- b. Beka is a songlifter and could be letting snoops into her computer or downloading a

virus every time she takes a song.

- c. Beka is not a songlifter because file-sharing programs can be legal.

4. Sam likes to listen to songs online and spends hours playing the sample tracks on record company websites.

- a. Sam is a songlifter because he never pays for the music he listens to.
- b. Sam is not a songlifter because the record company is giving him permission to listen to its music on his computer.
- c. Sam is not a songlifter because sample tracks are lower quality than the real music on a CD.

Now You © It!

The copyright symbol – © – lets people know when something is protected by copyright law. See how many items you can find with the copyright symbol in your home and classroom. But remember: Even when you don't see the copyright symbol, intellectual property is always protected by law.



Activity Four

Make Your Own Music

You've learned why songlifting is wrong. Now here's a chance to help stop it. Use your own musical talents and computer skills to create a song that tells other kids the right way to get the music they love.

Part 1

Begin by composing lyrics and a tune for your song. Here's the first verse of a rap about songlifting that you can use to get started. Or you can brainstorm lyrics for your own kind of song using the ideas listed here. Write your lyrics on the back of this sheet or a separate piece of paper.

***Music is worth it, if you're asking me –
True words, new rhythms, sweet melody –
Just tell me where to get it and I'll gladly pay
For a song that says what my heart wants to say.
But don't try to fool me with a phony copy,
'Cause songlifting's wrong, and it's got to stop, see?***

Part 2

Now form an imaginary in-class record company to produce an album of your best songs to share with family and friends. First, organize your company using this chart to assign roles to every member of your class. Then, depending on the computer software you have available, record your songs and create an album cover and promotional campaign. And don't forget to protect your recording with a copyright notice, so everyone knows who it belongs to.

Brainstorming Ideas

- Songlifters take millions of dollars of music each year.
- Songlifters hurt all kinds of music makers, not just the stars.
- Songlifters keep new artists from getting their chance at stardom.
- Songlifters are breaking the law.
- Songlifters can get other people in trouble by sharing illegal music.
- Songlifters can get computer viruses when they illegally download online.
- Songlifters don't respect other people's intellectual property.

(Record Company Name)

Music Makers	Class Members
Producer Decides on the style and sound for each song and manages the creative process.	
Vocalists Sing the song lyrics and backup vocals.	
Musicians Provide the musical accompaniment using instruments or computer software.	
Sound Engineers Use software to record, mix, and balance all elements of the song.	
Publicist Decides on a look for the album and organizes a campaign to promote it.	
Designers Use graphics software to create the album cover, CD label, and posters.	
Manufacturers Use software to burn copies of the CD and print the covers and labels, then put the whole package together for delivery.	



Music rules!

Now that you've learned the rules against songlifting, use this checklist to steer clear of illegal music and stay safe online.

- Respect all forms of intellectual property that you find on the Internet – text, images, videos, software, and songs.
- Look for permission from the copyright holder before downloading any free music that you find on the Internet.
- Avoid using unauthorized file-sharing software so that you keep your computer safe from viruses and your personal information safe from snoops and spyware.
- Delete any music that you receive by email and remind the person who sent it that sending copies of copyrighted music is illegal.
- Never accept a homemade CD or audio file that contains copyrighted music and remind the person who made it that he or she is breaking the law.
- Never provide personal information online without a parent's permission.

